



Improved Service Boosts Contact Center Growth

Cisco solutions are proving a cost-effective and scalable platform for rapid growth of Egyptian contact center outsourcer

Customer Name: **Etisal International**
Industry: **Contact Center Service Provider**
Location: **Cairo, Egypt**
Company Size: **350 employees**

Case Study



Business Impact

Benefits delivered by the Cisco solution include:

- **Ability to support rapid company growth through a scalable solution**
- **40 percent lower operating costs due to converged platform**
- **Business growth driven by enhanced services to customers**

Business Challenge

Since launching in 2004 in Saudi Arabia as the country's first dedicated contact center outsourcer, Etisal International has enjoyed great success. In 2008, the company entered the Egyptian market, to grow its business and to take advantage of the country's highly skilled workforce and lower cost base.

Etisal wanted to choose the best contact center solution available in order to meet its customers' needs. Ashraf El-Tanbouly, general manager of Etisal Egypt, says: "The call center market is very competitive and growing very quickly. We needed a technology partner that could deliver a highly reliable solution with the latest features because without them we would not be able to compete successfully."

As a start-up, Etisal also wanted a solution that could easily scale as the business attracted new customers, thereby helping ensure that investment was carefully aligned with revenues.

The need for speed was reinforced when Etisal won its first customer and subsequently needed a working solution within just six weeks of signing the customer.

Solution and Results

Etisal selected a Cisco® Unified Contact Center Enterprise solution because of its flexibility, scalability, and reliability, combined with Cisco's willingness to support Etisal's ambitious plans for growth.

Cisco installed the solution within three weeks, enabling in and outbound services to Etisalat Misr, Egypt's third 3G mobile telephone operator. Initially supporting 100 agents, Etisalat Misr was so pleased with the service that within four months another 50 seats and then a further 50 were added. Etisal now serves all calls to the mobile operator's main customer service number.

Web-based reporting tools provide both companies with the management information that they need. The move to a combined computer and telephone network has also reduced Etisal's IT-support operating costs by 40 percent as the same team manages both data and voice traffic.

Etisal and Cisco continue to work together to develop new services including email, WebEx® on-line collaboration and SMS (Simple Message Service) integration. The ability to securely access the contact center also means that Etisal is now able to provide very cost-effective, in-sourced services, where confidentially demands its agents are housed at a customer's own premises.

"Cisco has a real commitment to our success. They are helping to further develop our business with the services that our customers need and enable us to offer them at a very competitive price, with a lot of added value."

Ashraf El-Tanbouly,
General Manager, Etisal Egypt

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